

APR 20 1942

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING FRIDAY, APRIL 17, 1942
(See Calendar of April 13th for week-end dates previously announced.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	NEW COTTON HATS AND NEW PERFUME Helen Liebert is making headlines with a special group of Cotton Hats presented in addition to her regular Summer Hat Collection for wear with Cotton Suits in preparation for National Cotton Week. The Lieberts are at the same time introducing their new perfume, "Cross My Heart", complete with matching toiletries. No appointment necessary. Publicity: Mr. Liebert, PL. 3-2936.	HELEN LIEBERT	19 WEST 57TH STREET
Now Booking	TALKS ON "HOW CHEMISTRY MEETS NEEDS OF TODAY" Without being technical, Arretta Lynch Watts of Du Pont's Public Relations Department, tells audiences the vital story of "How Chemistry is Meeting Our Needs Today in Home, Dress and Living Generally". Her talks cover nylon, plastics, neoprene, cellophane, rayon, dyes and other man-made materials, illustrated with items fabricated from chemists' test-tubes. Also available is sound film, "A New World Through Chemistry". To arrange free booking, contact: Miss Watts, ME. 3-6400.	ARRETTA LYNCH WATTS	DU PONT DE NEMOURS CO. EMPIRE STATE BLDG.
Friday April 17 12:15 P.M. Luncheon	WOMEN IN INDUSTRY LUNCHEON CONFERENCE Luncheon conference on Women in War Industries, arranged by N.Y. State Fed. of Women's Clubs in cooperation with Associated Industries of New York, and the National Association of Manufacturers. 50 leading women and 50 leading industrialists will meet at luncheon to be addressed by Dr. Meredith Givens, Dir. Research and Statistics, U.S. Employment Service of N.Y.; Dr. Lewis Wilson, Deputy Comm., N.Y. State Dept. of Education; Theodore D. Montague, Pres. Borden Co.; and Mrs. Guy W. Cheney, Federation President. Luncheon will be followed by five round-table conferences for discussion of problems of locating women in war industries. Later summation session will present reports of individual round-table discussions. Strictly by invitation. Press welcome to lunch. For further information, contact: Mrs. Lucy Milligan, N.A.M., CI. 6-8430.	N.Y. FED. OF WOMEN'S CLUBS & N.A.M.	HOTEL PIERRE 5TH AVE. AT 61ST ST.
Friday April 17 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON MEETING Mrs. Henry Morgenthau, Jr., wife of the Secretary of the Treasury, comes officially from Washington to lay the Government victory program before the Fashion Group in an address, "Washington Calling Us". "Answering Washington" will be Mrs. Hortense Odum, Chairm. of Board, Bonwit Teller, pointing the way for retailer cooperation with the government program. Committee members of the Fashion Group will follow through with suggestions for cooperation from other fields. Members may bring guests. Luncheon, \$1.25 (incl. tip). Reservations from CI. 7-1734.	SALES PROMOTION DIVISION	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday April 18	PUBLIC OPENING COSTUME EXHIBIT Exhibit (previewed to Press this past Thursday) of "Costume Sources For The Coming Silhouette", illustrating latitude of inspiration for creating new fashions within Government regulations recently released by the W.P.B. First week of exhibit also includes small group of Forecast Fashions by leading designers. Exhibit free. Open daily, except Sundays, through June 6th. Publicity: Jane Ellis, CO. 5-7784 or CO. 5-4535.	MUSEUM OF COSTUME ART	630 FIFTH AVENUE ROOM 414

WEEK BEGINNING MONDAY, APRIL 20, 1942

Mondays, Wednesdays Fridays 9-9:15 A.M.	NEW RADIO FASHION SERIES Pegeen Fitzgerald goes on the air three times weekly with a new radio series designed to help New York retailers enlist the good will and co-operation of their customers in coping with war time shopping problems. Mrs. Fitzgerald talks in stimulating fashion about "How to Live Better on Less" and "How to Make Present Possessions Last Longer". She shops outstanding store advertisements daily and reports on the merchandise and how it helps women look well and keep their homes cheery despite limitations and shortages imposed by the war. For further information, Miss Pat Hurley, WOR Publicity, Women's Features, PE. 6-8600. Retailers who want to participate as sponsors contact: Mr. Eugene Thomas, WOR, PE. 6-8600.	PEGEEN FITZGERALD	OVER WOR
Monday April 20 Thru April 25	"WOMEN'S SPRING OFFENSIVE" Gimbel's will present the "Women's Spring Offensive", a week packed full of vital information for women, offered in a series of lectures, demonstrations and dramatic skits that will cover all essential points of Home Defense, to help women discover the particular jobs that they best can do in the war effort. Cooperating with Gimbel's in this important pattern of action for women are: N.Y.C. Nutrition Program; N.Y. Herald Tribune Home Institute; N.Y. Chapter American Red Cross; American Women's Voluntary Services; Civilian Defense Voluntary Office of Greater N.Y.; Women's Division, N.Y.C. Salvage Committee; and American Theatre Wing. For schedule of events, names of speakers, etc., contact Marjorie Howard, PE. 6-5100 or watch Gimbel's daily advertising.	GIMBEL BROTHERS	B'WAY AT 33RD ST. 5TH FLOOR
Press Preview Monday April 20 11 A.M. to 6:00 P.M. Members' Evening Preview, Tuesday April 21 9:00 P.M. Preceded by Buffet Supper, 6:45 P.M.	IMPORTANT EXHIBIT: "RENAISSANCE IN FASHION, 1942" The Metropolitan Museum of Art will inaugurate its important exhibit, "Renaissance in Fashion, 1942" with a special preview to members of the Fashion Press and Critics on Mon., April 20th from 11 A.M. to 6 P.M. Refreshments will be served at 5 P.M. when the participating Designers will be present. Formal evening preview for members takes place on Tues. evening, April 21, at 9 P.M. preceded by invitation buffet supper at 6:45 P.M. Proceedings will be broadcast over WMCA at 10:15 from Great Hall of Museum, conducted by Mr. William Church Osborn, Museum Pres.; Miss Virginia Pope, Fashion Ed., N.Y. Times; Miss Ethel Frankau, Chairm. Designers' Committee, and Miss Alice Pentlarge of Museum Staff. <u>Exhibit opens to public on Wed., April 22, the first exhibit of Contemporary Costumes and Dress Fabrics ever to be held at the Metropolitan.</u> Partic-	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.

(continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
(continued from preceding page)			
On the Air 10:15 P.M. Public Opening Wednesday April 22	ipating designers include: Ethel Frankau, Bergdorf Goodman; Bertha Stern, Henri Bendel; Leslie Morris, R.K.O.; Mark Mooring, Bergdorf Goodman; Fira Benenson, Bonwit Teller; Wilson Folmar, Jay Thorpe; Sophie Gimbel, Saks 5th Avenue; Valentina; Jessie Franklin Turner; Hattie Carnegie; Germaine Monteil; Nettie Rosenstein; and Omar Kiam. Textile Exhibitors, headed by Dr. H.D.W. Smith of the A.M. Tenney Assoc., include: S. Stroock; A.D. Juilliard; John Walther; J.P. Stevens; Catoir; Celanese; Cheney Bros.; American Bemberg; Glendale; Everfast; Haffner Assoc.; and Sidney Blumenthal. Series of lectures will accompany exhibit, directed by Mr. M.D.C. Crawford, Research Ed., Fairchild Publications. For complete information, contact: Evelyn Gerstein Assoc. (Miss Roll) CI. 6-7632.		
Monday April 20 On the Air 12:45 P.M.	RADIO FASHION INTERVIEW Mollie Parnis, of Parnis Levinson, top-ranking fashion designer, will discuss "War Time Fashions" as the guest of Martin Weldon on the program, "Today's Headlines", over Station WINS, at 12:45 P.M. Publicity: Constance Hope (Elizabeth Winston) PL. 3-3390.	MOLLIE PARNIS AND MARTIN WELDON	STATION WINS
Tuesday April 21 On the Air 12:30 P.M.	RADIO INTERVIEW ON WOMEN'S SUITS Morris Kraus of Zuckerman & Kraus will be interviewed on "The effects of WPB Limitation Order #L-85 on Women's Suits", on Nell Vinick's "Lessons in Loveliness" program over Station WEAJ.	MORRIS KRAUS AND NELL VINICK	STATION WEAJ
Tuesday April 21 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW The Two Anna's, Custom-Order Milliners who also make models for the Trade, will present "Summer A-Head, a Pre-view of Summer Hat Fashions", during luncheon in the Oval Room. They will at the same time introduce a new color for summer wear. Open to public. Luncheon, \$2. Press by invitation. Anna's Publicity: Alice Dowd, CI. 7-2680. Ritz Publicity: Marion Morrison, PL. 3-4600.	THE TWO ANNA'S (22 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 21 3:00 P.M. (Postponed from 4/14)	PRESS PREVIEW: NEW "WAR BONNETS" Lilly Daché will present her new Collection of inspired "War Bonnets" to Fashion Press. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHÉ	SALON 78 EAST 56TH STREET
Tuesday April 21 5:30 P.M. On.....	"HOUSEWARMING" Helen Hubbell, who has in one short year established herself as one of America's active young custom dressmakers, has opened new quarters at 134 East 56th St., now to be known as the House of Hubbell. It will have its official Press "Housewarming" Party on Tues., April 21st, at 5:30 P.M. By invitation. Publ.: Miss Neff, LE. 2-2300. At Hubbell, contact: Miss Lillaz, EL. 4-4531.	HELEN HUBBELL, COUTURE	134 EAST 56TH STREET
Tuesday Evening April 21 8:15 P.M.	METROPOLITAN MUSEUM TELEVISION PROGRAM "Portraits of Merchants and Soldiers" will be the subject of this Tuesday's weekly Television program presented by the Metropolitan Museum of Art, based on its "Arts in the Americas" Collections. Program will be presented by Roberta M. Fensler of Museum Staff. CBS Television Publicity: Wil Marcus, WI. 2-2000.	METROPOLITAN MUSEUM OF ART AND C.B.S.	TELEVISION STATION WCBW (15 VANDERBILT AVENUE)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 21 9:00- 9:30 P.M.	"EASTER AFTER-MATH" RADIO QUIZZ Three of your favorite fashion editors, Miss Gertrude Bailey, N.Y. World Telegram; Miss Mary Braggiotti, N.Y. Evening Post; and Miss Dorothy Roe, Associated Press, will match wits over the air on the "Battle of the Sexes" program with a team of young, newly-wed husbands who have just had their pocketbooks flattened after a bout with Easter Bonnet-bills. The husbands will try to talk down the fashion editors who inspired their wives to such spending. Program will be M.C.'d by the famous team of Julia Sanderson and Frank Crummit. Sponsor: Mollé Brushless Shaving Cream. Publicity: Young & Rubicam, AS. 4-8400.	"BATTLE OF THE SEXES"	OVER NBC RED NETWORK
Tuesday April 21, Wednesday April 22	ANNUAL MEETING Annual meeting of Specialty Stores Association will take place in New York, under direction of Mrs. Adele Elgart, Exec. Dir. For further details, contact: Specialty Stores, CH. 4-0800.	SPECIALTY STORES ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday April 22 1:00 P.M. Luncheon	SERT ROOM LUNCH- EON FASHION SHOW Harry Collins, recently returned to the quality dressmaking business, of which he has been an outstanding exponent in years past, will present a luxurious collection of Collins Originals during the luncheon promenade in the Sert Room. Open to public. Luncheon, \$2.00. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	HARRY COLLINS, COUTURE (647 FIFTH AVENUE)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday April 22 3:00 P.M.	RADIO ROUND-TABLE ON BIG MET. ART EXHIBIT Public Opening Day of Metropolitan Museum of Art's Exhibit, "Renaissance in Fashion, 1942" will be marked by radio round-table discussion on the topic: "Fashion Calls on Art." Participants: Sophie Gimbel of Saks 5th Ave.; Dr. Alfred Frankfurter, Ed., Art News; and Mr. M.D.C. Crawford, Research Ed., Fairchild Publications. Miss Alice Pentlarge will conduct the program for the Museum. Contact: Alice Pentlarge, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	RADIO STATION WQXR
Wednesday April 22- Thursday April 23	PHILADELPHIA FASHION CONGRESS 9th Annual Fashion Congress conducted for benefit of Reed Street Neighborhood House and Summer Camp for Children. New York firms taking part in fashion events include: New York Dress Institute; Bergdorf Goodman; British Tweeds; Hattie Carnegie; Jaekel's; Jay Thorpe; Farquharson & Wheelock; Lucie Spilo; American Viscose Co., and Cotton Textile Institute. For complete list of exhibitors etc., contact: Fashion Congress Dir., Mrs. Charlton Yarnal, 1528 Walnut Street, Philadelphia. Phone: Pennypacker 6132.		BELLEVUE-STRATFORD HOTEL PHILADELPHIA, PA.
Thursday April 23 1:00 P.M. Luncheon	COTILLION ROOM LUNCH- EON FASHION SHOW D'Armand (the designing team of Dean Vail and Arthur Halpin) will present their Spring Collection of Custom Order Clothes during luncheon in the Cotillion Room. Open to public. Luncheon, \$2. Press by invitation. D'Armand Publicity: Sophie Goode, MU. 3-3171. Pierre Publicity: Kathleen Moran, RE. 4-5900.	D'ARMAND (59 E. 52ND ST.)	PIERRE HOTEL 5TH AVE. AT 61ST ST.
Friday Evening April 24 10:30 P.M. On.....	"ALL OUT AMERICA" COSTUME PARTY Mrs. John Simms Kelly (the former Brenda Frazier) is chairman of an "All Out America" Costume party to be held Fri. night at Le Coq Rouge for benefit	NAVY RELIEF SOCIETY	LE COQ ROUGE 56 EAST 56TH STREET

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

of Navy Relief Society. Those attending are expected to dress in costume, representing one of the 48 states or a United States possession. War Bonds will be awarded for best costumes. Open to public. Tickets, \$5, from Navy Relief Society, 730 5th Ave. Press by invitation. Publicity: Mrs. Monty Snowden, CO. 5-0500.

Saturday April 25 11:00 A.M.	"TRICKS FOR TEENS" CLUB MEETING	SAKS 34TH STREET	TEENS SHOP 2ND FLOOR
	The fortnightly meeting of the Saks 34th Street "Tricks for Teens" Club, sponsored by Parents' Magazine, will be addressed by two guest speakers. (Names still to be announced). Proceedings include a presentation of new Teen Fashions modeled by club members. The usual extra-curricular attractions, juke boxes, Pepsi-Cola, etc., will be part of the fun. Teens and Press welcome. Publicity: Margaret Pierce, LA. 4-7000.		
Saturday April 25 Through May 2	6TH ANNUAL CROCHET CONTEST	NATIONAL NEEDLE- CRAFT BUREAU	THROUGHOUT COUNTRY
	6th Annual National Crochet Contest includes two retail competitions: window display contest for stores; and enrollment contest for crochet-needlework, open to women throughout country. Prizes awarded for best items submitted and to clerks with biggest enrollment in stores. For rules or tie-ins, contact: Sally Dickason, National Needlecraft Bureau, 385 5th Ave., LE. 2-4455.		
Sunday April 26 11:00 A.M.	5TH ANNUAL BICYCLE BREAKFAST	WELLESLEY CLUB FOR U.S. FIGHTING FORCES	STORK CLUB 3 EAST 53RD STREET
	Rain or shine, the New York Wellesley Club will hold its 5th Annual Bicycle Breakfast which gets going at 11 A.M. from 15 W. 100th St., (the J. Aug Bicycle Shop). As in the past, cyclists in new and old-fashioned cycling costumes will wheel through the Park and down 5th Avenue to the Stork Club, where races will be run off in 53rd Street from 12 to 12:30 P.M., followed by Stork Club breakfast. Open to public. Rates as follows: \$1.25 for rental of bicycle (from J. Aug); breakfast, \$1.25. Public may participate in one or both events. Proceeds to buy comfort kits for U.S. Armed Forces. Reservations from Wellesley Club, Barclay Hotel, 111 E. 48th St. or from Stork Club. Bikes must be picked up at 15 W. 100th. Publicity: Miss Margaret Sydney Eaton, EL. 5-5200.		
Monday April 27 10:30 A.M.	PRESS BREAKFAST PREVIEW: HOWARD GREER COLLECTION	HOWARD GREER OF HOLLYWOOD	HOTEL MADISON SUITE 7 B
	Howard Greer, Hollywood designer, is bringing a Fall Collection from California to show to New York manufacturers looking for fresh inspiration for Fall lines. Mr. Greer hopes to attract the Trade in the same way that they responded to the showing of inspirational fashions from Paris in the past. The Collection will be shown to manufacturers from Tues., April 28th, for 3 weeks, by appointment. Admission, \$100, (with usual model-copying privileges). Under direction of Beatrice Sterling. For reservations contact: B. Sterling, 277 Park Ave., WI. 2-7494. Press preview strictly by invitation.		
Monday April 27 12:30 P.M. Luncheon	"DIAMONDS AND THE CALL TO ARMS"	N. W. AYER & SON	30 ROCKEFELLER PLAZA 11TH FLOOR
	N. W. Ayer will present a press luncheon and "War-Time Revue of Industrial and Gem Diamonds and Their Place in Armament and Fashion". Strictly by invitation. Publicity: Nancy Hughes, CI. 6-0200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 28 1:00 P.M. Luncheon	BUNDLES FOR BRITAIN FASHION SHOW High-spot of society-sponsored Bundles For Britain benefit-luncheon will be presentation of Sports Clothes by famous British Designers, each costume chosen by its distinguished society-sponsor for some sport in which she herself is interested. English designers represented include: Muriel Bellamy; Peter Russell; Hardy Amies; Norman Hartnell; Bianca Mosca; Worth; Sally Guest; Gordon Lowe; A.J. Izod; Digby Morton; Huntzman & Sons; Roberts & Carroll; and Sandon & Co. Presentation under direction of June Hamilton Rhodes, Bureau of Fashion Trends, who will deliver the fashion commentary. Luncheon opens to public. Admission, \$5. Press strictly by invitation. Publicity: Bureau of Fashion Trends, WI. 7-7476.	SPONSORED BY BRITISH WOOL COUNCIL	HOTEL PIERRE GRAND BALLROOM
Tuesday April 28 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Franklin Simon will present an All-Cotton Fashion Show during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Franklin Simon Pub.: Mrs. M. Kaldor, WI. 7-9600. Ritz: Marion Morrison, PL. 3-4600.	FRANKLIN SIMON (414 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 29 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW Saks 5th Avenue will wind up the Spring-Time series of fashion revues presented every Wednesday during luncheon in the Sert Room, with a presentation of new Beach Wear and Play Clothes. Open to public. Luncheon, \$2. Press by invitation. Saks Publicity: Dorothy Harness, PL. 3-4000. Waldorf: Ted Saucier, EL. 5-3000.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday April 29 2:30 & 7:00 P.M.	FASHION SHOW OF SUMMER AND FALL ORIGINALS Annual Fashion Show by Traphagen Students who design, make and model their own creations. Conservation of fabrics will be key-note of show, which includes budget wardrobes, one a complete trousseau of 9 corduroy outfits at total cost of \$23. Other highlights: triple-duty graduation dresses; cotton fashions for office, farm, home and industrial workers; beach-wear in unusual fabrics; other surprises. Strictly by invitation. For further information: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION (1680 B'WAY)	JOHN WANAMAKER AUDITORIUM
Thursday April 30 12:30 P.M. Luncheon	FASHION GROUP MONTHLY LUNCHEON The monthly luncheon meeting of the Fashion Group will consider "The Over-All Woman", presenting "Today's Requirements for Trained Personnel". Speaker on "TRAINING", Mrs. Core Rodgers, Assoc. Dir., Delahanty Institute; on "FACTORY", Dr. Millicent Pond, Employment Dir., Scoville Mfg. Co. Purpose: to give information about possibilities for women in war industries and tell women how to fit themselves for practical roles in war production. Members may bring guests. Luncheon, \$1.75 (incl. tip). Reservations from CI. 7-1734.	COSMETICS DIVISION	HOTEL ASTOR BALLROOM
Thursday April 30 1:00 P.M.	"FRESH-AS-A-DAISY" FASHION SHOW Bonwit Teller will present a luncheon Revue of crisp young cotton and linen fashions, all washable, under the beguiling title "Fresh-As-A-Daisy". Open to public. Luncheon, \$2. Press by invitation. Bonwit Publicity: Nona James, EL. 5-6800. Pierre: Kathleen Moran, RE. 4-5900.	BONWIT TELLER (721 5TH AVENUE)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 1	CLOSING DATE: DESIGN CONTEST	CHICAGO TRIBUNE	CHICAGO ILLINOIS
	Chicago Tribune's 3rd Annual American Design competition. Theme: "What Will Women Wear in War Time". Aim: to encourage original American design. Open to anyone who has lived in U.S.A. prior to March 1st, 1942. Prize awards total \$7,500. Mrs. Grace Pickering heads judges. <u>Designers note:</u> Creations must come within newly imposed restrictions of General Limitation Order, L85.		
Friday May 1- May 17 Preview Thursday 4/30, 2-6	EXHIBIT: MEXICAN COSTUME SKETCHES	MUSEUM OF MODERN ART	YOUNG PEOPLE'S GALLERY 11 WEST 53RD STREET
	Young People's Gallery will exhibit number of original Mexican costume sketches by Carlos Merida, lent by Art Institute of Chicago. Press and critics preview preceding day, Thursday, April 30th from 2-6 P.M., by invitation. Publicity: Sara Newmeyer, CI. 5-8900.		
Saturday May 2 On the Air 6:15- 6:45 P.M.	68TH RUNNING OF KENTUCKY DERBY		CHURCHILL DOWNS LOUISVILLE, KENTUCKY
	Ted Husing and Clem McCarthy, CBS Sports Commentators, will broadcast from the Track between 6:15 and 6:45 P.M. over Station WABC. Publicity: Rosellen Callahan, WI. 2-2000.		
Sunday May 3 Through May 10	NATIONAL MUSIC WEEK	NATIONAL MUSIC WEEK COMMITTEE	THROUGHOUT COUNTRY
	The value of music in maintaining morale and a closer feeling of unity among the United Nations at war will be emphasized in 19th Annual observance of Music Week. All Anti-Axis Nations and Latin-American Republics have been invited to participate. Plans will tie-in closely with America's Defense Program in effort to introduce and expand use of music in munitions plants, training camps, etc. There will be many public concerts with proceeds to Red Cross and U.S.O. For further information, promotional material or tie-in purposes, contact: Mr. C. Tremaine, National Music Week Committee, 45 West 45th Street, LO. 3-6184.		
Monday May 4 Thru Saturday May 16 Inclusive, 10:30 A.M. and 2:30 P.M. Daily	"AMERICAN VIEWPOINT" FALL ORIGINALS	BY 12 LEADING HOLLYWOOD DESIGNERS	WALDORF ASTORIA HOTEL SUITE 4 M, N, O & P
	"The American Viewpoint" a Collection of around 100 Fall Originals created by a group of America's leading Hollywood designers, will be presented to members of the Fashion Industry by appointment at 10:30 A.M. and 2:30 P.M. daily, from Monday, May 4 through May 16th. Admission, \$150 per firm, with copying-rights to 6 models. It was Bernard Waldman, long the liaison between the Hollywood motion picture designers and the New York fashion manufacturing market, who succeeded in breaking down the resistance of the leading picture companies to letting their designers join in this group showing for the purpose of bringing to New York creators and manufacturing executives the freshness of Hollywood's approach to fashion creation at the moment when new Fall Collections are under consideration. These Originals were designed in the face of war time exigencies and were keyed to the current limitations imposed on the fashion industry by Order L85. Included in the collection are street, afternoon, dinner and evening dresses, coats and suits. Participating designers include the best-known clothes-creators of the screen: Travis Banton; Edith Head; René Hubert; Monica; Walter Plunkett; Milo Anderson; Renie; Royer; Irene Saltern; Edward Stevenson; Dolly Tree; and Jack Huston. Reservations for showings from "American Viewpoint", Bernard Waldman, 67 West 44th St. For further information, call Ross Shattuck, MU. 2-4949. Time of Press Preview (if any) in later issue of FASHION CALENDAR.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENING OF FALL SHOE LINES</u>			
Sunday May 3	N.Y. QUALITY MFRS., VANDERBILT HOTEL ST. LOUIS MFRS., PENNSYLVANIA HOTEL	OTHER OUT-OF-TOWN MFRS., McALPIN HOTEL VOLUME SHOE MFRS., NEW YORKER HOTEL	
<u>INDIVIDUAL DEALER SHOWINGS FOLLOW:</u>			
Monday May 4 9:30 A.M. Breakfast	DEALERS' BREAK- FAST SHOE SHOW Herman Delman will present his Fall shoe collection to buyers and merchandise managers of stores handling the Delman Franchise. Strictly by invitation. Publicity: Viola Shefer, PL. 3-2116.	HERMAN DELMAN	HOTEL MADISON MADISON AVE. AT 58TH
Monday May 4 10:00 A.M.	DEALERS' CONVENTION I. Miller will present, to dealers only, new Shoe and Coordinated Fashions for Fall. Strictly by invitation. Contact, Fash.Dir., Verne Clark, ST. 4-7800.	I. MILLER & SONS	FACTORY, 43-10 23RD ST. LONG ISLAND CITY, N.Y.
Monday May 4 12:30 P.M. Luncheon	DEALERS' LUNCHEON Newton Elkin's Annual Dealers' Luncheon will be addressed by John B. Swinney, Mg. Dir., Uptown Retail Guild, whose topic will be "Don't Sell Your Better Shoe Business Short". Mrs. Ruth Rusling, O'Dea, Sheldon & Canaday, will as usual relate Fall Shoe Fashions to the Fall Fashion picture. For Newton Elkin Dealers only. By invitation. Publ.: Paul Elkin, LO. 5-6569.	NEWTON ELKIN	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Tuesday May 5 10:30 A.M. Press, 4:30 P.M.	PRESENTATION OF NEW FALL LINE Mrs. Faie Joyce will present her new Fall Play Shoe Collection to Joyce Press, Dealers at 10:30 A.M. Press showing follows at 4:30 P.M., both by invitation. Contact: Mr. F. Baker, CH. 4-3021.	JOYCE INC.	McALPIN HOTEL BLUE ROOM
Monday May 4 Through May 9	NATIONAL POSTURE WEEK National Posture Week takes on added significance with the current need for physical fitness during the war emergency. The sponsoring Institute is therefore undertaking an elaborate campaign to promote better posture as an aid to better health. To tie-in, write The Samuel Higby Camp Institute for Better Posture, Empire State Bldg., N.Y.C. Retail planning guide for Program available on request. \$200 prize contest for outstanding window displays tying-in with campaign. For further information, contact: Mr. Frank H. Kaufman, Publicity Dir., CH. 4-5798.	CAMP INSTITUTE FOR BETTER POSTURE	THROUGHOUT COUNTRY
Monday May 4 4:00 P.M. On.....	"OPEN HOUSE" Edith Lances has expanded into new quarters at 31 E. 31st St., where she combines factory and showrooms. Miss Lances will "House-warm" the new quarters with a Press cocktail party on Mon., May 4th from 4 P.M., when she will present her new Fall Collection of Brassières. Contact: Mr. Lances, MU. 3-1990.	EDITH LANCES	31 EAST 31ST STREET
Week of May 4	INTRODUCING "QUEBEC FASHIONS" Truman Bailey's new Summer promotion of Quebec Fashions developed, in Everfast printed fabrics, after extensive Canadian research in cooperation with the Canadian Government, will make its New York debut in the Bonwit Teller windows during the week of May 4th. Publ.: Joseph Ryle, PL. 3-6744.	BONWIT TELLER	5TH AVE. AT 56TH ST.
Tuesday May 5 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW De Pinna will be Fashion Exhibitor during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. De Pinna Publ.: Dorothy Coburn, VO. 5-4800. Ritz Publ.: Marion Morrison, PL. 3-4600.	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday May 6	ART SALE FOR ARMED FORCES Museum of Modern Art will conduct a sale of paintings, water-colors, drawings and prints by noted artists of past and present, to raise funds for extension of its Armed Services Program. Pictures are being donated by friends of the Museum, art dealers and collectors. Sale opens May 6th with exhibit, and concludes May 28th with evening party in garden of Museum. Details in later issue. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Wednesday May 6	ANNUAL HOSIERY CONVENTION Details in later issue of FASHION CALENDAR.	NATIONAL ASSOCIATION OF HOSIERY MFRS.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Thursday May 7 1:00 P.M. Luncheon	"MAY DAYS IN GOTHAM" LUNCHEON FASHION SHOW Annual Benefit Luncheon Fashion Show staged by Society-Sponsored "Nearly New Shop", to raise funds for 8 auxiliary charities. Revue, directed by Mrs. Ralph West Robey, will feature fashions by outstanding American designers, along with Orchids from Thomas Young Nurseries, arranged by Irene Hayes; and Diamonds by Cartier and Black Starr & Gorham. Names of designers, next week. Open to public. Admission, \$3. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.	NEARLY NEW SHOP (917 EIGHTH AVE.)	PIERRE HOTEL COTILLION ROOM
Thursday May 7- May 8	SPRING LEATHER MEETING Further details in later issue. Contact: Mr. J.L. Nelson, BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Sunday May 10	MOTHER'S DAY Theme: "Hats Off To Mother!" Promotional material for windows, interior displays, packages, counter cards, as well as four-color reproductions of official Mother's Day poster by Lt. Comm. McClelland Barclay, U.S.N.R., available for nominal charge, from National Committee on Observance of Mother's Day, 393 7th Ave., or Grey Adv. Ag., 166 West 32nd St., CH. 4-3900.		
Monday May 11 Thru June 6	BELMONT SPRING RACE MEET Opening Day will include an exciting Fashion as well as a Racing Program under auspices of the Uptown Retail Guild Stores. Four following Wednesdays will get under way with luncheon fashion revue on Clubhouse Terrace. For further information or tie-ins, contact Joan Becker, WI. 2-4996. General admission (grand stand) \$1.50 (incl. tax). Clubhouse, \$4. Details later.	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, LONG ISLAND
Monday May 11 2:00 & 8:00 P.M.	9TH ANNUAL NATIONAL FOLK FESTIVAL Over 800 people will participate in a giant folk festival which will present folk dancing of all nations, folk legends and superstitions, folk music, ceremonial dances, etc. Also morning conference for participants from various sections of the country. As climax of program, spectators are invited to join in general square dancing with which the festival will wind up. Open to public. Admission, matinees, 25¢ to \$1.65; evenings, 55¢ to \$2.75. For further information, Miss Dorothea Lawrence, N.Y. Post, WH. 4-9000.	NATIONAL FOLK FESTIVAL ASSOC.	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Tuesday May 12 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW Peg Fischer will present new Hats during the Tuesday luncheon fashion show in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Peg Fischer Publ.: Rosemary Sheehan, CO. 5-3147. Ritz Publ.: Marion Morrison, PL. 3-4600.	PEG FISCHER, HATS (509 MADISON AVENUE)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 15 Thru Saturday May 23	NATIONAL COTTON WEEK Theme of Week: "Cotton Freshness For Fighting Trim!" magazines wanting reprints of official National Cotton Week poster or other promotional material may apply without charge to National Cotton Council, Box 18, Memphis, Tennessee; or Cotton Textile Institute, 320 Broadway, New York City. Publicity: Virginia Jewel, WO. 2-0270.	COTTON TEXTILE INST.	THROUGHOUT COUNTRY Stores, newspapers and
Sunday May 17	"I AM AN AMERICAN DAY" President Roosevelt has designated Sun., May 17th as "I Am An American Day", urging that it be observed throughout the country in a manner to impress on all citizens "the duties and opportunities of citizenship and its special responsibilities in a nation at war.	BY PRESIDENTIAL PROCLAMATION	THROUGHOUT U.S.A.
Tuesday May 19 10 A.M. to Noon; 12:30 to 2:00 P.M.	1ST WARTIME CLINIC ON CHILDREN'S WEAR To a morning clinic attended by retail store representatives, Mrs. Betty Green, Fashion Editor, Parents' Magazine, will interpret the WPB headlines in terms of the buying and selling of juvenile apparel for Fall. Clinic will be followed by 12:30 Luncheon Forum attended by infants' and children's wear mfrs., addressed by - it is hoped, though not yet confirmed, Stanley Marcus of the WPB. Admission to clinic, luncheon included, \$7.50. Luncheon Forum only, \$2.50. Press by invitation. Tickets must be purchased in advance from Parents' Magazine, 52 Vanderbilt Ave., N.Y.C. Contact: Mrs. Betty Green, CA. 5-6810.	PARENTS' MAGAZINE	COMMODORE HOTEL BALLROOMS
Friday May 22 12:15 P.M. Luncheon	"AMERICAN DESIGN AWARD" LUNCHEON 5th Annual "American Design Award" Luncheon. Lord & Taylor will bestow four awards of \$1,000 each to designers who made outstanding design-contributions in the past year to the industries with which they are identified. Speakers to be announced in later issue. Luncheon, \$2.50. Open to public. Tickets from Lord & Taylor. Press by invitation. Publ.: Mrs. E. Howard, WI. 7-3300.	LORD & TAYLOR	WALDORF ASTORIA HOTEL GRAND BALLROOM

HOME FURNISHINGS CALENDAR

FOUR BIG FURNITURE MARKETS

	April 19 JAMESTOWN	April 27 CHICAGO
	April 21 GRAND RAPIDS	May 4 NEW YORK CITY
Tuesday April 21 2-6 P.M.	PREVIEW OF EXHIBIT: WARTIME HOUSING Press and Critics preview of new exhibit arranged by Museum of Modern Art in collaboration with National Committee on Housing Emergency, to show why adequate housing is necessary to help America win the war. Exhibit presents new methods for producing such housing with maximum speed and economy, according to best modern design. Members' Evening Preview takes place Tues., Apr. 21, from 9-11:30 P.M. Exhibit opens to public on following day, Wed., Apr. 22 and continues through July 19th. Publ.: Sarah Newmeyer, CI.5-8900.	MUSEUM OF MODERN ART 11 WEST 53RD STREET

DATES AHEAD

May 10	MOTHER'S DAY (Sunday)
May 30	MEMORIAL DAY (Saturday)
June 14	FLAG DAY (Sunday)
June 21	FATHER'S DAY (Sunday)
June 21	1ST DAY OF SUMMER (Sunday)
July 4	INDEPENDENCE DAY (Saturday)
Sept. 7	LABOR DAY (Monday)

RED LETTER WEEKS

Apr. 20-25	NATIONAL NOTION WEEK
Apr. 20-25	NATIONAL FOOT HEALTH WEEK
Apr. 26-5/2	NATIONAL BABY WEEK
May 3-10	NATIONAL MUSIC WEEK
May 4-9	NATIONAL POSTURE WEEK
May 15-23	NATIONAL COTTON WEEK
May 23-30	NATIONAL TENNIS WEEK